

Message Text

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ACTION EA-09

INFO OCT-01 EB-07 ISO-00 /017 W
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P R 080824Z OCT 76
FM AMCONSUL HONG KONG
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 2326
AMEMBASSY SINGAPORE

UNCLAS HONG KONG 11852

SINGAPORE PASS TRADE CENTER

E.O. 11652: N/A
TAGS: BEXP, HK
SUBJECT: AMERICAN FORTNIGHT '77

1. SUMMARY: FOLLOWING SUCCESSFUL FORTNIGHTS IN 1973 AND 1975, AMCHAM HONG KONG IS PLANNING A 1977 EVENT IN COOPERATION WITH THE CONSULATE. PRELIMINARY DISCUSSIONS CENTERED AROUND REMOVAL THOSE ASPECTS PREVIOUS FORTNIGHTS WHICH OUTSIDE NORMAL TRADE PROMOTION EFFORTS AND RATIONALIZATION OF 1977 EFFORT DOWN TO MORE MANAGEABLE SIZE. CONGEN HAS AGREED TO SUPPORT THE FORTNIGHT PROGRAM. END SUMMARY.

2. WE ARE AWARE OF USDOC'S RESERVATIONS ON SOME ASPECTS OF EARLIER FORTNIGHT PRESENTATIONS AND HAVE SOUGHT IN OUR DISCUSSIONS WITH AMCHAM TO DIRECT THE PROGRAM INTO CLEARLY DELINEATED TRADE PROMOTION CHANNELS.

3. THERE ARE THREE ESSENTIAL ELEMENTS TO OUT CONCEPT:
(A) AN INDUSTRIAL EXHIBITION OF BUILDING MATERIALS AND ALLIED PRODUCTS UNDER A "BETTER LIVING" THEME FOLLOWED BY A SECOND EXHIBITION ON QUALITY CONTROL AND TESTING EQUIPMENT, THE TANDEM PRESENTATION TO RUN FOR A TOTAL OF TWO WEEKS; (B) IN-STORE PROMOTIONS INVOLVING ALL OF HONG KONG'S DEPARTMENT STORES AND; (C) A SUPERMARKET PROMOTION FEATURING US PROCESSED AND NATURAL FOOD PRODUCTS. IN ADDITION, AMCHAM WILL, ON ITS OWN INITIATIVE, SPONSOR SEVERAL COMMUNITY AFFAIRS EVENTS.

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4. CONGEN COMMERCIAL OFFICER DISCUSSED PROPOSED THEMES FOR THE INDUSTRIAL EXHIBITIONS WITH THE SINGAPORE REGIONAL TRADE CENTER DURING A RECENT VISIT. THE TRADE CENTER STAFF WERE ENTHUSIASTIC AND, SUBJECT TO USDOC APPROVAL, HAVE OFFERED TO CONSIDER THE FORTNIGHT AS AN OFF SITE PRESENTATION OF THE TRADE CENTER. SUCH DESIGNATION WOULD PROVIDE THE PROFESSIONAL EXPERTISE NECESSARY FOR MAXIMIZATION OF SALES. HONG KONG WILL, OF COURSE, PROVIDE ECONOMIC JUSTIFICATION FOR EACH THEME.

5. BOTH THE IN-STORE PROMOTION AND THE SUPERMARKET PROGRAM WILL BE FUNDED LOCALLY AT PARTICIPANTS EXPENSE. NO COMMERCE FUNDS REQUIRED.

6. COMMISSIONER MILTON FOLDS OF THE GEORGIA DEPARTMENT OF COMMUNITY DEVELOPMENT HAS LEARNED OF FORTNIGHT PLANS AND WILL RECOMMEND THAT GEORGIA AND THE ENTIRE COASTAL PLAINS REGIONAL COMMISSION PARTICIPATE. THE CPRC INCLUDES VIRGINIA, NORTH AND SOUTH CAROLINA, GEORGIA, TENNESSEE AND FLORIDA. COMMISSIONER FOLDS AND THE GEORGIA TOKYO REPRESENTATIVE, MR. MARVIN JOHNSON, WERE ENTHUSIASTIC IN THE BELIEF THAT THE SOUTHERN STATES COULD BENEFIT FROM PARTICIPATION IN SUCH AN UMBRELLA EVENT.

7. ACTION REQUESTED: USDOC IS REQUESTED TO APPROVE DESIGNATION OF THE FORTNIGHT AS AN OFFSITE EVENT FOR THE SINGAPORE RTC FOR THE THEMES DESIGNATED AND, BASED ON USDOC'S OWN SCHEDULING PROBLEMS, CHOOSE A TWO WEEK PERIOD FOR SUCH A PROGRAM ANY TIME DURING THE MONTHS OF OCTOBER AND NOVEMBER 1977.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 08 OCT 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976HONGK11852
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760380-0263
From: HONG KONG
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19761069/aaaachli.tel
Line Count: 89
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: hackerp0
Review Comment: n/a
Review Content Flags:
Review Date: 30 JUN 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <30 JUN 2004 by DuboseBM>; APPROVED <07 JAN 2005 by hackerp0>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: AMERICAN FORTNIGHT '77
TAGS: BEXP, HK
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006